**ABSTRACT**

Sambodhi Sudhodhana / 21140351 / 2019 / *Effect Of Perceived Quality On Repurchase Intention of Samsung Galaxy Note 9 Product In North Jakarta Kelapa Gading / Advisor: Dr. Bilson Simamora M.M.*

*Technological development makes it easier for a person to carry out their activities every day and can save considerable time. This causes many companies to make products and brands that vary with the characteristics and uniqueness of the company. Examples of products with advanced technology are smartphones, laptops, computers, and tablets.*

*Theories that are used to support this research are, the definition of Perceived Quality and Repurchase Intention. And also supported by the theory of Perceived Quality to Repurchase Intention.*

*The research object used is Smartphone Samsung Galaxy Note 9. The methodology used to collect the data is communication method and non probability sampling using the judgement sampling. The questionnaire is shared through Google Docs and gained 104 responses for the people who knew or had the Smartphone Samsung Galaxy Note 9. The procedure that is used for the testing model and data processing using Regresion Linear method and a software called SPSS 25.0.*

*The result of this research shows that Perceived Quality has a direct and significant positive impact to the Repurchase Intention. The advice for this research is to maintain Perceived Quality of smartphone Samsung Galaxy Note 9 in order to increase the value of Repurchase Intention.*

*Keywords: Perceived Quality, Repurchase Intention*